

ATTACHMENT I

CAMEL Cash III POS (Cash III Program Dates 1/1/93 - 7/31/93)

We are pleased to announce the availability of the CAMEL Cash III program POS materials. The CAMEL Cash III program, Cash III catalog, and POS material selections are bigger, better and just in time to head off Marlboro's Adventure's Team program. (Attached please find a CAMEL Cash III catalog for your early viewing pleasure.)

The POS items will be similar to the ones we provided for the CAMEL Cash II program except:

We added:

- a large poster
- a 20-column OPM transparency
- an "Ask Retailer for Catalog" easel card (to be used where the catalogs will be placed in a NSS position or where you want the retailer to control distribution of the catalogs)
- CCIII order form (25 order forms/bundle). This is for when catalogs run out so that customers can still order by referencing the laminated catalog in the store.

We discontinued:

- the CAMEL Cash catalog pack insert

Detailed below please find a list of CAMEL Cash III POS materials:

<u>Commodity #</u>	<u>Packing/SKU</u>	<u>Description</u>
379469	2/SKU	CCIII 6' Standee (each standee comes with 100 catalogs)
379480	6/SKU	CCIII Take-One Holder (each holder comes with 50 catalogs)
379491	50/SKU	CCIII Laminated Catalogs
379502	10/SKU	CCIII "Ask Retailer for Catalog" Easel Cards
379513	100/SKU	CCIII Shelf Strip
379535	50/SKU	CCIII Wobbler
379546	50/SKU	CCIII Large Poster
379557	50/SKU	CCIII Small Poster
387092	25/SKU	CCIII 20 Column OPM Transparency
391976	1/SKU	CCIII Order Forms (50 bundles of 25 forms)

- These items have been allocated to your divisions.
- You will have from now until 12/22/92 to place orders for these items to outside warehouses, Reps' homes, wholesalers, and your division offices. Please make every attempt to place your orders by 12/22 so that you will have materials for January placement. Any orders not placed by 12/22 may be held up due to holiday warehouse closing schedules.
- Unordered allocations will then be drop shipped to your division offices the week of 12/28/92.
- A small quantity of each item will be allocated to national for supplemental ordering. These surplus items will be available for open ordering by commodity number beginning 2/1/93.

As with the Cash I and II programs, the success of the Cash III program will depend heavily on our ability to place and maintain CAMEL Cash III POS materials at retail, especially in light of what Phillip Morris will be doing to hype their program. To assist you in establishing immediate CAMEL Cash III program exposure at retail, the CAMEL Business Unit will execute a mass mailing of CAMEL Cash III catalogs and POS materials to all A and B six week frequency and above calls. (This is the same group of stores that were mailed 50 CAMEL Cash II catalogs and a take-one holder in October 1992.)

- The week of 1/1/93, they will mail 50 catalogs with a take-one holder, two CAMEL Cash III wobblers, and one CAMEL Cash III small poster to these stores.
- The week of 2/1/93, they will mail the same items, plus one CAMEL Cash III decal, 1 bundle of 25 CCIII order forms, and a gift from Joe to these stores.

5185
41728

-over-

ATTACHMENT I (continued)

These mailings are meant to supplement your activities in A and B 6-week frequency and above calls. Please follow-up with these stores to ensure that the catalogs have been displayed and to place additional catalogs and POS materials as needed. Maximize Cash III presence in all other opportunity calls as time permits.

CAMEL Cash III catalogs will also be stuffed into all possible first and second quarter premiums.

NOTE: We will not be producing any other CAMEL POS until the April new brand introduction. We still have excess supplies of the following second half 1992 CAMEL ICAP POS materials that are available for open order:

<u>Commodity #</u>	<u>Packing/SKU</u>	<u>Description</u>
244191	25/SKU	CAMEL GM ICAP 16" Pk Merch Trans
245115	10/SKU	CAMEL GM ICAP Horiz D/F Illu Trans
245214	25/SKU	CAMEL GM ICAP 6-Sided CPM Card
245258	25/SKU	CAMEL GM ICAP 19" Canopy Card
245291	10/SKU	CAMEL GM ICAP LV Side Card
245324	25/SKU	CAMEL GM ICAP 16" Pk Merch Card
254190	5/SKU	CAMEL GM ICAP Wides Top Trans

Program Contact: John Ellegate, extension #5760

51854 1709

ATTACHMENT II

WINSTON 1st Quarter POS

To assist you in supporting the WINSTON Family and WINSTON Select in the 1st Quarter 1993, two distinct looks have been given to the Point-of-Sale. The "That's Worth A WINSTON" campaign is intended to support the WINSTON Family and "Either Way You're Worth It", like "Two Great Tastes," was designed to further clarify the difference between WINSTON King Size and WINSTON Select.

- WINSTON 1st Quarter POS allocations will be available on 12/16/92.

In order to minimize your efforts on this POS changeover, the following guidelines should be utilized:

- "Either Way You're Worth It" POS should be utilized to replace "Wrap" or WINSTON Select introductory POS on those items available. It is not necessary to replace the "Two Great Tastes" POS.
- "That's Worth A WINSTON" should be utilized as needed on all other levels.
- Several "card" items were produced with both messages and are two sided to increase your flexibility in placing the message you need.

WINSTON 1ST QUARTER POS

Commodity #	Packing/SKU	Description	
367908	50	Sm PPD CD	"That's Worth A WINSTON"
368007	25	19" Canopy Trans	"That's Worth A WINSTON"
367941	25	16" Pkg Merch CD	"That's Worth A WINSTON"
369250	100	Shelf Strip	"That's Worth A WINSTON"
369305	25	SM Display Ch Strip	"That's Worth A WINSTON"
369712	25	20 Col OPM Trans	"That's Worth A WINSTON"
369877	10	24" Enh Can Trans	"That's Worth A WINSTON"
369899	10	36" Enh Can Trans	"That's Worth A WINSTON"
369954	50	Lg Poster	"That's Worth A WINSTON"
371340	50	7-11 Display Strip	"That's Worth A WINSTON"
371373	50	SME Lg PPD CD	"That's Worth A WINSTON"
371384	50	SME Sm PPD CD	"That's Worth A WINSTON"
371395	25	SME 24" Pkg Merch	"That's Worth A WINSTON"
368535	25	24" Pkg Merch Tra	"Either Way You're Worth It"
370064	10	Rect DF Illum Tran	"Either Way You're Worth It"
370317	10	Horiz DF Illum Tra	"Either Way You're Worth It"
367930	50	Lg PPD CD	Two Sided
367941	25	7-Col Slide By CD	Two Sided
367963	25	11-Col Slide By C	Two Sided
368007	25	19" Canopy CD	Two Sided
368172	25	28" Canopy CD	Two Sided
368194	25	SM Side CD	Two Sided
368216	25	24" Pkg Merch CD	Two Sided
368612	25	6-Sided Cent CD	Two Sided
368645	10	H/V Side CD	Two Sided
368656	10	L/V Side CD	Two Sided

-over-

51854 1710

ATTACHMENT II (Cont'd.)

WINSTON 1ST QUARTER RIP POS

<u>Commodity #</u>	<u>Packing/SKU</u>	<u>Description</u>	
373782	25	Rip 1Q 20 Col OPM-Eng	"That's Worth A WINSTON"
373870	25	RIP 1Q 20 Col OPM-Span	"That's Worth A WINSTON"
373881	50	RIP 1Q Lg Paster	"That's Worth A WINSTON"
373892	50	RIP 1Q SM Paster	"That's Worth A WINSTON"
374101	50	RIP 1Q Lg PPD CD	"That's Worth A WINSTON"
374112	50	RIP 1Q SM PPD CD	"That's Worth A WINSTON"
374145	25	RIP 1Q 24" Pkg Merch CD	"That's Worth A WINSTON"
374156	100	RIP 1Q Shelf Strip	"That's Worth A WINSTON"
374189	50	RIP 1Q Display Strip	"That's Worth A WINSTON"

Program Contact: Bill Duffy, extension 5776.

51854 1711

ATTACHMENT III

SALEM 1ST QUARTER POS

For SALEM, 1993 will be a year long effort to introduce and educate consumers to the "FreshSide." The "Escape to the FreshSide" Campaign invites consumers to the FreshSide world where today's smoker can relax, lighten up and enjoy smoking again. The FreshSide offers a sense of excitement, fun and fantasy; an escape from life's day-to-day pressures and routines.

Nationally, SALEM's "Escape to the FreshSide" Campaign will be introduced to consumers at retail via your 1993 Work Plan POS. The guitar/jukebox visual of the "Escape to the FreshSide" Campaign will be executed at retail on your Work Plan POS in general market and MIP market accounts. There will not be a separate MIP market execution.

SALEM 1st quarter POS allocations will be available to order on 12/16/92.

The SALEM business unit produced POS quantities based on the field updates entered in August. After the POS was produced, it was discovered that approximately 75% of the divisions did not update their POS requirements resulting in 0 balances on the SALEM paper point of sale pieces in those divisions. The high production start-up costs to go back on press to produce additional SALEM POS has prevented SALEM from estimating the field needs and supplying additional POS.

When ordering your 1st Quarter SALEM POS, please review your allocations carefully. If you do not need all of the POS you requested, please leave it in the system. After January 22, 1993 remaining allocations will be opened nationally to allow divisions that need additional pieces to order on a first come, first served basis.

<u>Commodity Code</u>	<u>Packing/SKU</u>	<u>Description</u>
378875	25/SKU	16" Pkg. Merch. Transp.
378919	10/SKU	OPM Insert Transp.
378941	25/SKU	20 Column Transp.
378963	25/SKU	19" Transp.
378985	10/SKU	28" Transp.
378996	25/SKU	24" Transp.
379007	10/SKU	Flex Side Transp.
379018	20/SKU	Non Self Srvc Enh. Transp.
379029	5/SKU	Top Transp.
379040	10/SKU	Rect. Dbl. Faced Transp.
379051	10/SKU	Horz. Dbl. Faced Transp.
379062	25/SKU	8-Column Transp.
379073	5/SKU	Lg. Side Transp.
379084	5/SKU	Sm. Side Transp.
379095	25/SKU	24" Pkg. Merch. Cd.
379106	100/SKU	Shelf Strip
379117	50/SKU	Lg. Paster
379128	50/SKU	Lg. PPD Cd.
379139	25/SKU	Sm. PPD Cd.
379150	25/SKU	6-Sided Cent. Cd.
379161	25/SKU	11-Col. Slide by Cd.
379172	25/SKU	7-Col. Slide by Cd.
379183	25/SKU	19" Canopy Cd.
379194	25/SKU	28" Canopy Cd.
379205	10/SKU	High Volume Side Cd.
379216	10/SKU	Low Volume Side Cd.
379227	25/SKU	Sm. Side Cd.
379238	25/SKU	16" Pkg. Merch. Cd.
379249	10/SKU	36" Enhanc. Canopy Transp.
379271	10/SKU	24" Enhanc. Canopy Transp.
379293	50/SKU	Display Strip
379315	5/SKU	Special Top Transp.

Program Contact: Cathy Bisese, extension 5761.

51854 1712